



WEWS

# ORDER

Print Date 10/23/12

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Flight Dates **10/24/12-10/30/12**

Contract / Revision      **315660 /**  
Original Date / Revision  
                                  10/23/12    10/23/12  
Advertiser **Mandel / Republican / US Se**

Agency    **Strategic Media Placement**  
Buying Contact

**7669 Stagers Loop  
 Delaware, OH 43015**

Product  
**OH US SEN JOSH MANDEL 10.24-1**

Agency Com    15%  
Billing Contact

**7669 Stagers Loop  
 Delaware, OH 43015**

Sales Office    WEWSL  
Sales Region   LOC  
Agency Ref

Order Sep            00:30:00

Estimate #           **3053**

Alt Order #

Billing Type        Cash

Order Type        GENERAL

Billing Cycle       EOM/EOC

Billing Calendar   BROADCAST

Demographic     A35+

Rev Codes           POL           POL           CAND

Product Codes   PL

Priority               P-1

Advertiser Ref

Primary Account Executive  
 WEWS Local Political

Account Executive	Order%	Start Date	End Date
WEWS Local Political	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	37	\$72,972.50	\$85,850.00	0.00	10/01/12	10/28/12	37	\$72,972.50	\$85,850.00
November 2012	18	\$35,147.50	\$41,350.00	0.00	10/29/12	10/30/12	18	\$35,147.50	\$41,350.00
<b>Totals</b>	<b>55</b>	<b>\$108,120.00</b>	<b>\$127,200.00</b>	<b>0.00</b>					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WEWS	10/24/12	10/29/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	1-1-1--	:30	3	\$650.00	P-2	0.00 NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/24/12	10/30/12	1-1-1--	3		\$650.00		0.00					
N 2	WEWS	10/24/12	10/30/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	11111--	:30	5	\$950.00	P-1	0.00 NM	5	\$4,750.00



WEWS

Print Date: 10/23/12

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Contract / Revision **315660** Flight Dates **10/24/12-10/30/12**

Hiatus Dates

Original Date / Revision 10/23/12/ 10/23/12

Order Sep 00:30:00

Advertiser **Mandel / Republican / US S** Product **OH US SEN JOSH MANDEL** Estimate # **3053**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WEWS	10/24/12	10/30/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	11111--	:30	5	\$950.00	P-1	0.00	NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	11111--					5	\$950.00		0.00			
N 3	WEWS	10/24/12	10/30/12	M-F 9-10a M-F 9-10a	CM	9-10a	11111--	:30	5	\$850.00	P-1	0.00	NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	11111--					5	\$850.00		0.00			
N 4	WEWS	10/24/12	10/30/12	M-F 10-11a M-F 10-11a	CM	10-11a	11111--	:30	5	\$650.00	P-2	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	11111--					5	\$650.00		0.00			
N 5	WEWS	10/24/12	10/29/12	M-F 12-1230pm News 12-1230p News	CM	12-12:30p	M-WTF--	:30	3	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	M-WTF--					3	\$1,000.00		0.00			
N 6	WEWS	10/24/12	10/30/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	11111--	:30	5	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	11111--					5	\$1,200.00		0.00			
N 7	WEWS	10/24/12	10/29/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	1-1-1--	:30	3	\$2,500.00	P-1	0.00	NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	1-1-1--					3	\$2,500.00		0.00			
N 8	WEWS	10/28/12	10/28/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	-----S					1	\$1,200.00		0.00			
N 9	WEWS	10/24/12	10/30/12	M-F 7-730p 7-730p The List	CM	7-730p	-11-1--	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	-11-1--					3	\$1,200.00		0.00			
N 10	WEWS	10/24/12	10/29/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	1-11---	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	1-11---					3	\$1,500.00		0.00			
N 11	WEWS	10/24/12	10/26/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	--WTF--	:30	4	\$3,000.00	P-1	0.00	NM	4	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	--WTF--					4	\$3,000.00		0.00			
N 12	WEWS	10/28/12	10/30/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	11----1	:30	3	\$3,000.00	P-1	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	11----1					3	\$3,000.00		0.00			
N 13	WEWS	10/24/12	10/30/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	111-1--	:30	4	\$1,600.00	P-1	0.00	NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	111-1--					4	\$1,600.00		0.00			
N 14	WEWS	10/27/12	10/27/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



**WEWS**

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Contract / Revision     **315660**     Flight Dates **10/24/12-10/30/12**     Hiatus Dates  
Original Date / Revision   10/23/12/   10/23/12     Order Sep   00:30:00  
Advertiser   **Mandel / Republican / US S**   Product **OH US SEN JOSH MANDEL**   Estimate #   **3053**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 14	WEWS	10/27/12	10/27/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	-----S-					1	\$900.00		0.00			
N 15	WEWS	10/28/12	10/28/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	-----S					1	\$900.00		0.00			
N 16	WEWS	10/28/12	10/28/12	SU This Week 9-10a SU This Week 9-10a	CM	9-10a	-----S	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	-----S					1	\$4,000.00		0.00			
N 17	WEWS	10/29/12	10/29/12	Monday DWS Monday DWS	CM	8-10p	M-----	:30	1	\$18,000.00	P-2	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	M-----					1	\$18,000.00		0.00			
N 18	WEWS	10/25/12	10/25/12	Thursday Prime B Grey's Anatomy	CM	9-10p	---T---	:30	1	\$18,000.00	P-2	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	---T---					1	\$18,000.00		0.00			
N 19	WEWS	10/26/12	10/26/12	Friday Prime C 20/20	CM	10-11p	----F--	:30	1	\$7,000.00	P-1	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	----F--					1	\$7,000.00		0.00			
N 20	WEWS	10/27/12	10/27/12	NCAA Prime Game NCAA Prime Game	CM	8-1130p	-----S-	:30	2	\$5,500.00	P-2	0.00	NM	2	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	-----S-					2	\$5,500.00		0.00			
Totals														55	\$127,200.00